

# **Economic Development Update**

## **Economic Development Appropriations**

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**Randy Pilkington, Executive Director**  
**Business and Community Services**

**Maureen Collins-Williams**  
**Regional Business Center**

*January 31, 2012*

# Today's Presentation

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- **Business and Community Services**
- **UNI's Economic Development Outcomes**
- **Entrepreneurship – MyEntre.Net**
- **Local Economic Development**
- **Grow Iowa Values Fund Updates**

# Business and Community Services

## 15 Programs that Support:

- **Businesses & Entrepreneurs**
- **Communities & Regions**
- **Environment & Sustainability**



# **UNI Economic Development Outcomes**

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## **Economic Development Contributions — 2011**

- **Nearly 1,300 new businesses served**
- **11,000 enrolled in MyEntre.Net**
- **Active projects in all 99 counties**
- **212 faculty and 2,000 students participated**
- **Each State dollar invested leveraged nearly \$6 in federal grants and private sources**

# Bioeconomy

- NABL developing bio-based lubricant specifications for Navy
- New microwave grease blending project with two Iowa companies
- Biobased binder licensed to major foundry supplier
- Biomass pilot project



# Sustainability and Environmental Assistance

- More than 100 military personnel were provided with painting/coating training
- \$2.4 million generated on locally-grown agricultural products
- Energy education to nearly 48,000 K-12 students
- Environmental technical assistance to 191 small Iowa companies





# **Incubation Services**

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- **3 incubator/accelerator programs and CoWork facility**
- **Innovation Incubator (2008-2011)**
  - 13 graduates – 49.5 jobs
- **4<sup>th</sup> Street Incubator (2001-2011)**
  - 44 graduates – 162 jobs
- **Student Business Incubator**
  - 21 student businesses – 43 affiliates



## **MyEntre.Net** **Iowa's Entrepreneurship** **Support System**

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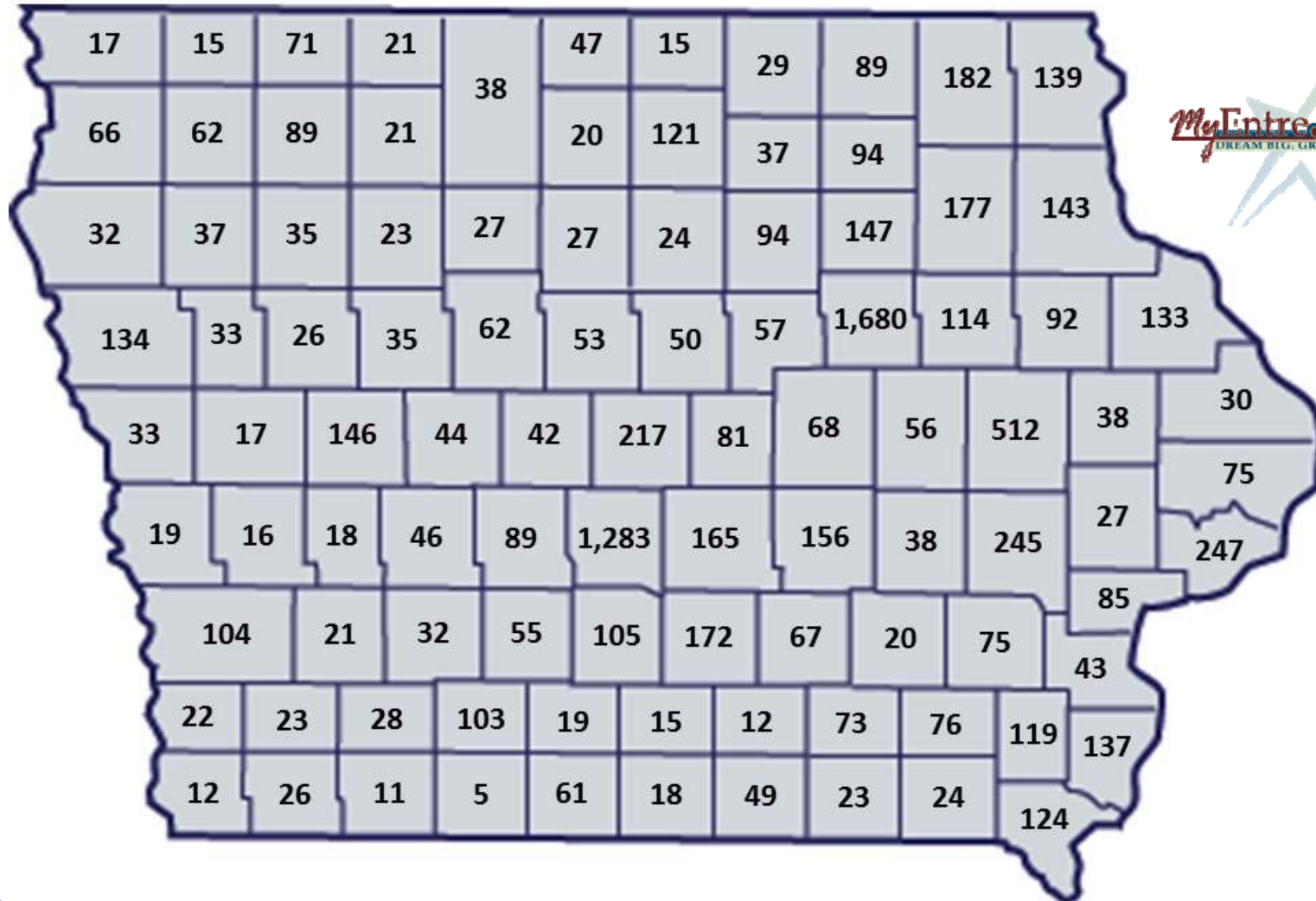
***Foster innovation*** among Iowa entrepreneurs through online technologies to reduce the risk and accelerate the growth of Iowa small business.

***Improve the entrepreneurial culture*** in the state of Iowa through education, collaboration and shared service delivery.





# Membership Reaches 11,024 in January 2012





## *MyEntre.Net Webinars*

Are you using Social Media in the right way to grow your brand? During This webinar we will cover 15 ways to succeed.....



**likeable**  
media

**43 Webinars**  
**803 Attendees**

“These webinars have been a big help again this year. Keep up the good work!”

AM Guitar Repair,  
Quad Cities



# *MyEntre.Net Business Concierge*



"The BC is an outstanding free resource!"

-Andy Brudtkuhl, 48Web

"This is a great Christmas present!" - Jake Kerber, [Locusic](#)



"Just found and tried concierge service with @MyEntreNet. Highly recommend! "



- John Stein, Stein Consulting Group



"Your service is beyond invaluable when I did not even know the questions to ask"

-Gail Chavenelle,  
Chavenelle Studio Metalworks

Referrals  
Mailing lists  
Demographics  
Competition info  
Industry trends  
Grants/loans



# DREAM BIG

*grow here*

142 Contestants

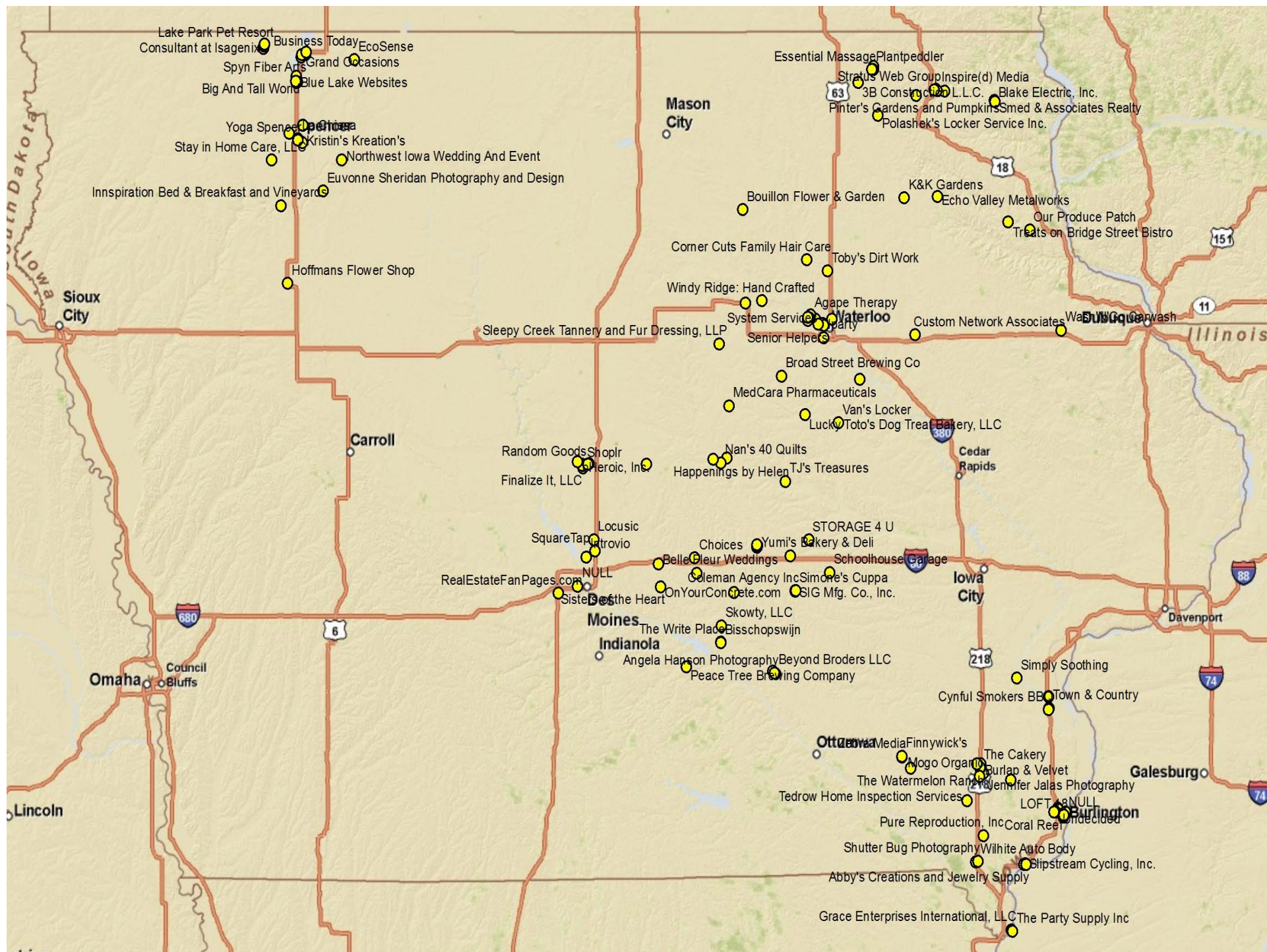
More than 90,000 voters

Half a million page views

Tens of thousands of votes and online posts









## ***EntreFest! 2012***

***Iowa's traveling conference  
Supporting small and emerging  
business.***

***Ames, Iowa Gateway Hotel  
March 8<sup>th</sup> and 9<sup>th</sup>***

***2012 Record Sponsors!***



*This is the first event we've been to (and we've been to many!) that really targets small business. Thank you- it's been great!*

*- Sherrie Keating, Cheryl-Ann Bridals  
Dubuque Fest 2011*

## *MyEntre.Net Connections*

2,700 Listings in an interactive data base of  
people, programs and organizations in Iowa



[← BACK TO RESULTS](#)

### Biz Booster Challenge Business Plan Competition



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#### Description

Winneshiek County Development, Inc. offers grants for winners of the annual Biz Booster Challenge business-plan competition. The competition is open to existing or proposed small businesses within Winneshiek County. Grant winners are those with business plans for businesses with a strong economic impact on Winneshiek County.

#### Program Type

Grant

#### Website

<http://www.decoraharea.com>

#### Contact Information

507 West Water St  
Decorah, Iowa 52101  
County: Winneshiek  
[wcdi@alpinecom.net](mailto:wcdi@alpinecom.net)

### Organizations



Winneshiek County  
Development, Inc.  
Decorah, Iowa

[VIEW DETAILS](#)

### People



Randy Uhl  
Director

[VIEW DETAILS](#)



## *Annual Survey of Iowa Small Business*

Results Published in March 2012

Jobs Created?  
Business Starts?  
Capital Invested?  
Services Used?

Jobs Lost?  
Business Closed?  
Capital Needed?  
Services Needed?



# Local and Regional Economic Development

## Institute for Decision Making

- Hands-on assistance for local development groups for more than 20 years
- 46 partners and 662 communities served
- Provide important economic development services
  - ✓ Economic development planning, targeting, marketing
  - ✓ Regional development and collaboration
  - ✓ Workforce and data





# Institute for Decision Making Projects

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## Recent Planning Projects

- Holstein
- Ida Grove
- Grundy County
- Poweshiek County
- Ankeny Community Education



## Benchmarking

- Iowa City Area Development
- Iowa Business Council





## Data

- IWD – Statewide Asset Maps
- IWD – Regional Asset Maps
- IEDA – LocationOne Information System (LOIS)

## Regions

- Mid Iowa Growth Partnership
- LOIS Update for Regions
- Regions 2.0 with Professional Developers of Iowa (PDI)

## Training

- Alliant Energy Account Managers
- Heartland Economic Development Courses



# Programs Receiving State Economic Development Appropriations

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- Institute for Decision Making
- MyEntre.Net
- Metal Casting Center

# Metal Casting Center

- Leading foundry-based research and materials – pilot plant capability
- Assistance to Iowa foundries
- Industry partners
  - ✓ 64 Iowa foundries - support 75%
  - ✓ Assist foundry suppliers
- Biobased binders
- Titanium project



**FY 2012**

## **Grow Iowa Values Fund**

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**Four Projects at UNI: \$288,000**

- **Tech Transfer and Business Incubation**
- **Entrepreneurship**
- **Regional Development**
- **National Ag-based Lubricants**



# **Grow Iowa Values Fund Project Outcomes**

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- **Leveraged funding**
- **Businesses started – expanded**
- **Tech transfer pipeline expanded**
- **Regional initiatives launched**
- **Bioeconomy projects**
- **Provide essential funding for UNI innovations to impact Iowa economy**

## Summary

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- **Entrepreneurship System is Innovating and Growing**
- **New Ventures Starting**
- **Comprehensive Program**
  - Including Existing Industry & Local Development
- **Leverage State Funding**
- **Partner in Iowa's Economic Development**